



FAST FACTS:

- Youth smoking prevalence in California has remained relatively stable since 1994.
- Youth smoking prevalence in California dropped slightly from 12.1% in 1995 to 10.7% in 1998.
- Youth smoking prevalence does not differ between males and females in California.

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Youth Smoking Trends in California

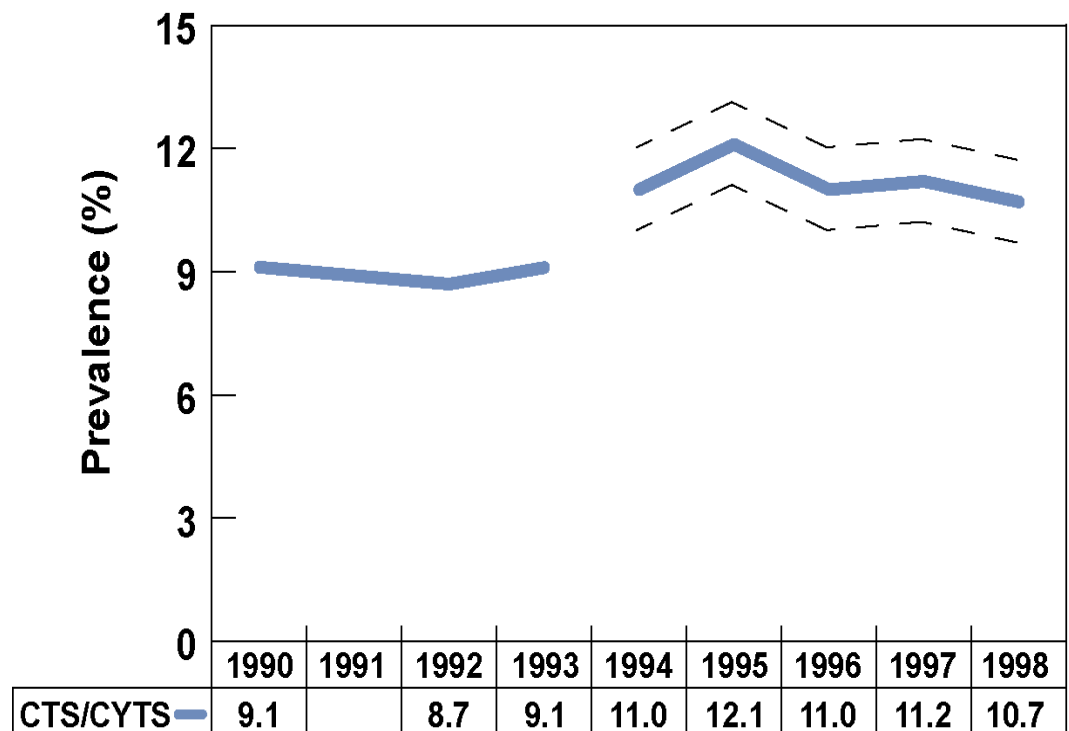
Between 1990 and 1993, the prevalence of cigarette smoking among youth 12-17 years of age changed little. An apparent increase occurred between 1993 and 1995 that was observed nationally. Since 1995, the youth smoking prevalence in California has declined by 12 percent.

No differences exist in youth smoking prevalence between males and females. Differences by race/ethnicity group in youth prevalence have been observed since 1990. Whites have had the highest youth smoking prevalence, followed by Hispanics, Asians/others and African Americans. Differences by age group have also been observed. Since 1994, the smoking prevalence in the 14-15 and 16-17 age groups has declined but in the 12-13 age group it has increased.

Note that the increase from 1993 to 1994 is based on data from two different surveys, the CTS and the CYTS. Part of this increase may be an artifact of slight differences between the two surveys in data collection methods and protocols.

Note also that caution must be exercised when comparing California youth smoking data with youth smoking data for other states, the nation as a whole, or other countries. For example, California's CYTS data is from a telephone survey while many other youth smoking surveys use a classroom-administered survey, which tends to result in higher smoking prevalence rates. With such differences, it is valid to compare trends but not specific prevalence point estimates.

Percent of youth age 12-17 who smoked in the previous 30 days, 1990-1998

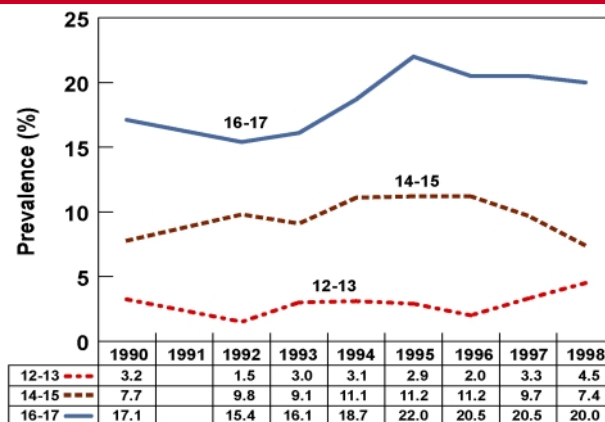


1990-1993 CTS weighted to 1990 California population with 4 race and 2 age groups.
1994-1998 CYTS weighted to 1990 California population with 4 race and 3 age groups.
- - - is 95% Confidence Limits

Note: The break in the trendline indicates the change in surveys.

AGE

Which age group shows the greatest change in smoking prevalence?

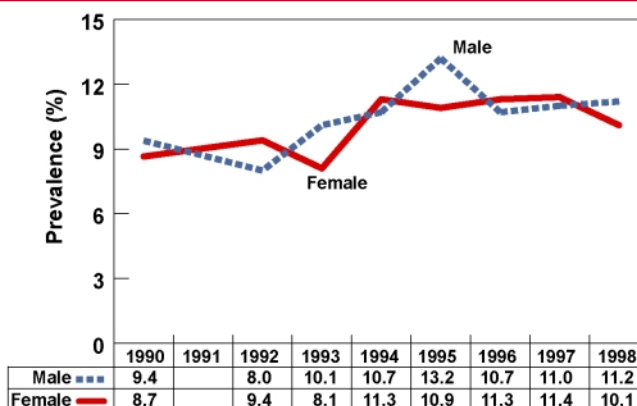


From 1995 to 1998, the smoking prevalence declined 34% among teens 14-15 years of age and 9% among teens 16-17 years of age. During this same period, the smoking prevalence among teens 12-13 years of age increased from 2.0% in 1996 to 4.5% in 1998.

1990-1993 CTS weighted to 1990 California population with 4 race and 2 age groups. 1994-1998 CYTS weighted to 1990 California population with 4 race and 3 age groups.

GENDER

Which gender shows the greatest increase in smoking prevalence?

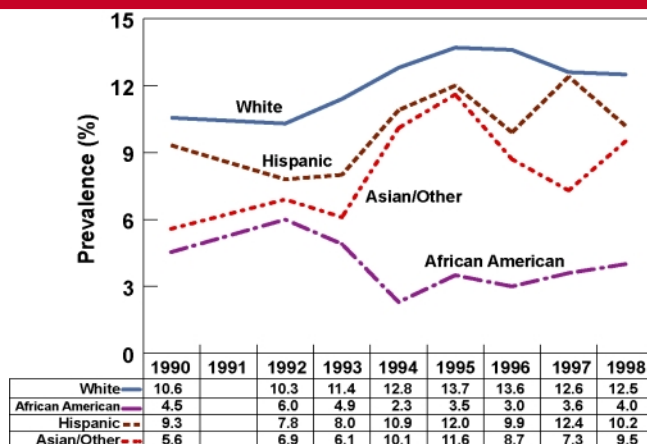


Youth smoking prevalence does not differ between males and females in California. Since 1990 neither the male nor female prevalence rate has been consistently higher than the other. Male and female youth smoking prevalence has changed little since 1994.

1990-1993 CTS weighted to 1990 California population with 4 race and 2 age groups. 1994-1998 CYTS weighted to 1990 California population with 4 race and 3 age groups.

RACE/ETHNICITY

How has smoking changed among race/ethnicities?



Differences in youth smoking by race/ethnicity are evident through the 1990-1998 period. White youth have had consistently higher smoking prevalence rates than the other groups. Hispanic and Asian youth follow with the next highest rates. African American youth have had consistently lower smoking prevalence rates than the other groups, although since 1994 a steady pattern of increase is seen.

1990-1993 CTS weighted to 1990 California population with 4 race and 2 age groups. 1994-1998 CYTS weighted to 1990 California population with 4 race and 3 age groups.

About the Surveys

This information comes from two surveys designed to collect data from individuals who are representative of the California population. All surveys were performed and/or funded by the California Department of Health Services (CDHS).

The California Tobacco Surveys (CTS) (1990, 1992-1993), funded by the Tobacco Control Section of the CDHS, were conducted by the Cancer Prevention and Control Program of the University of California, San Diego. The surveys included between 1,789 and 5,040 youth participants 12 to 17 years of age. These surveys consist of behavioral, attitudinal, and demographic questions regarding tobacco use and policy in California.

The California Youth Tobacco Surveys (CYTS) (1994-1998) are random telephone surveys conducted by the Computer Assisted Telephone

Interviewing (CATI) Unit of the Cancer Surveillance Section of the CDHS. In 1998, 2,462 youth 12 to 17 years of age were interviewed about their smoking behaviors, attitudes, and beliefs. The youth prevalence rates for the CYTS were calculated after weighting the sample to the sex, race (White, African American, Hispanic, and Other), and age (12-13, 14-15, 16-17) distribution of the 1990 California population.

Funding for these surveys and other tobacco control efforts in California is provided by the Tobacco Control Section of the CDHS. The Tobacco Control Section has been established and is supported by the Tobacco Tax and Health Protection Act (Proposition 99), which was passed by California voters in November 1988.